

## REMARKS

In response to the Office Action mailed on June 13, 2008, the Applicants respectfully request reconsideration based on the above claim amendments and following remarks.

Claims 1, 3-11 and 13-23 are currently pending in the instant Action. Claims 1, 3-11, and 13-23 stand rejected by the Examiner. The Applicants have amended claims 1, 3-6, 8-11, 13-16, 18-21, and 23. In addition, claims 7, 17, and 22 have been cancelled without prejudice or disclaimer. New claims 24-29 have been added. No new matter has been entered by these amendments. The Applicants respectfully submit that the claims presented are in condition for allowance.

### Rejections under 35 U.S.C. 102

Claims 1, 3-11, and 13-23 have been rejected under 35 U.S.C. 102(e) as allegedly anticipated by U.S. Patent Publication 2003/0093790 to Logan et al. (hereinafter "Logan"). Claims 7, 17, and 22 have been cancelled rendering the rejections thereof moot. Independent claims 1, 11, and 21 have been amended to better clarify that which the Applicants regard as their invention. The Applicants respectfully traverse the rejections of claims 1, 11, and 21 as being anticipated by Logan.

Amended claims 1, 11, and 21 recite a method, storage medium, and system that implement, *inter alia*, "wherein the user interface includes an option to enable the customer [entity] to globally turn off and on preference filtering that allows the customer [entity] to access programming that would otherwise be blocked without requiring the customer [entity] to edit previously selected customer preferences, wherein presenting the filtered on-screen program guide to the customer [entity] includes presenting otherwise blocked titles to the customer [entity] when the option is turned off." No new matter has been entered by these amendments. Support may be found throughout the Applicants' specification and drawings (e.g., paragraph [0027] and element 314 of Figure 3). Paragraphs [0016]-[0018] of Logan disclose customer preferences and filtering mechanisms. Additionally, paragraphs [0140], [0282], and [0312] of Logan disclose a user interface for use in preventing the listing of a particular content item (i.e., Never Again button), or for sorting, selecting, and viewing content segments. There is no teaching or suggestion in Logan of an option to globally turn

off and on preference filtering such that the customer may access programming that would otherwise be blocked through the filtering mechanism *without fully editing the customer selected preferences*, as recited in claims 1, 11, and 21. For at least these reasons, the Applicants submit that claims 1, 11, and 21 are not anticipated by Logan or the art as a whole, and are in condition for allowance. Claims 3-6, 8-10, and new claims 24-26 depend from what should be an allowable claim 1. Claims 13-16, and 18-20 depend from what should be an allowable claim 11. Claims 23 and new claims 27-29 depend from what should be an allowable claim 21. For at least these reasons, the Applicants submit that claims 3-6, 8-10, 13-16, 18-20, and 24-29 are in condition for allowance.

New claims 24-29 do not add any new matter. Claims 24 and 27 contain subject matter previously recited in claim 6 (i.e., claims 24 and 27 recite the third-party recommendations include a film institute). This is neither taught, nor suggested, by Logan. Third party recommendations, as taught by Logan, include peer recommendations or events such as viewing activities of users (paragraph [0163]-[0164], or 'huntlists,' which are described as a positive filter (paragraph [0142])). There is no teaching anywhere in Logan that the third party recommendations include a film institute.

Claims 25, 26, 28, and 29 further describe the access privileges recited in claim 9. The access privileges recited in new claims 25, 26, 28, and 29 are supported in the Applicants' specification and drawings (e.g., paragraph [0031]) and are directed to managing access to content based upon *customer-defined* access (i.e., via a master account user) for users of the account. Logan does not teach or suggest this type of access privileges. Rather, the access privileges disclosed in Logan relate to digital rights management (i.e., access to content prescribed by the content provider to protect the copyrights, etc. of the content owner), subscription-based billing, and similar content 'source' type protections (paragraphs [0419], [0436], and [0437]).

## CONCLUSION

In view of the foregoing, it is respectfully submitted that the application is in condition for allowance. Accordingly, it is respectfully requested that this application be allowed and a Notice of Allowance issued. If the Examiner believes that a telephone conference with the Applicants' attorneys would be advantageous to the disposition of this case, the Examiner is cordially requested to telephone the undersigned.

If there are any charges with respect to this response or otherwise, please charge them to Deposit Account 06-1130 maintained by the Applicants' attorneys.

Respectfully submitted,

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